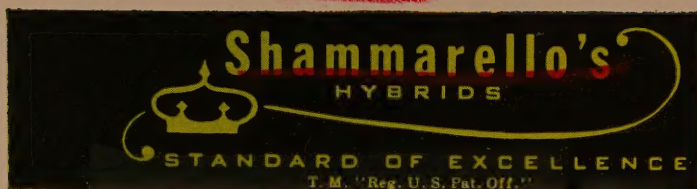


62

[1962]

Ac



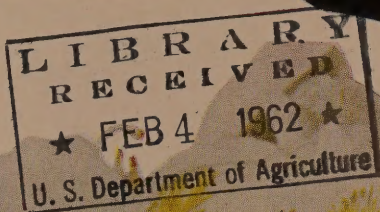
A. SHAMMARELLO & SON NURSERY

4590 MONTICELLO BOULEVARD

SOUTH EUCLID 21, OHIO



THE GENERAL



**BELLE
HELLER**



ELIE



TONY

*The Story
of these Beautiful
New Hardy*

HYBRID RHODODENDRONS

These beautiful new Rhododendron hybrids were inspired by constant demand for large leaved, early blooming plants in pink and red colors, for later blooming plants in dwarf pinks, dwarf reds, and tall growers exhibiting good plant characteristics, in clear pink, red and white colors. Through luck and patience we have succeeded in creating these new, much-desired plants and colors. After several years of rigid testing we have selected, as worthy of introduction, plants which meet the highest standards of vigor, color, and hardiness. These rare new hybrids furnish continuity of bloom from early to late May in unusual, hitherto unavailable colors and plant characteristics.

Our list presents more than a dozen varieties to allow you to choose the proper plant for location, color and time of bloom. Hardiness and blooming time are based on weather conditions and heavy soil prevalent in the Cleveland Heights, Ohio area, ten miles south of Lake Erie.

Requests and restricted number of plants available makes it regrettably necessary to limit orders to three plants of a variety per customer, larger quantities of Rhododendron, Belle Heller, allow us to offer five plants to each customer.

We recommend that you call for plants at our nursery. Orders shipped by express, in order to properly fit the shipping crate, must be in quantities of 8 plants of 9- to 12-inch size; or of three plants of 12- to 15-inch size; or of three plants of 15- to 18-inch size.

**A QUARTER CENTURY OF HYBRIDIZING FROM
THOUSANDS OF SEEDLINGS, ATTAINED A NEW RACE
OF SUPERLATIVE HYBRIDS WHICH WILL SET A NEW
STANDARD OF EXCELLENCE.**

SPRING GLORY AVAILABLE

FALL-1962

A dwarf, compact plant with large, shiny foliage. Truss is of globular form, artistically arranged. Flowers are light rosy pink with a large, crimson-red blotch. Comes into bloom about May 5th, is bud hardy to sub-zero temperature, at unexposed locations. As its name implies, this aristocratic plant ushers in the glories of spring by its early bloom.

CHEER

A compact, medium-dwarf size plant with with generous foliage. Truss is globular, well arranged by light shell-pink flowers with a conspicuous scarlet-red blotch, which adds intense brilliance to each flower. Comes into bloom about May 5th, is bud hardy to sub-zero temperature, at unexposed locations. Plant habit, flower brilliance and early bloom combine in this plant to make a cheerful show piece.

ELIE

A plant of medium height, compact, with lustrous dark green foliage. Truss is of tight, globular form. Flowers are a vibrant deep pink, accented by a cerise-red blotch. Comes into bloom about May 10th, is bud hardy to sub-zero temperature, at unexposed locations. This plant's good qualities of character, foliage and flower place it in a class by itself.

HOLDEN

A dwarf, compact plant with lustrous, dark green foliage. Truss is of globular form. Flowers are a rosy red with a small, darker red blotch illuminating the floret. Comes into bloom about May 20th, is bud hardy to sub-zero temperature, at unexposed locations. Its good character, early bloom and color lends illumination to plants of lighter hues, blooming at the same time.

ROCKET

A sturdy, upright, dense grower of medium height with an abundance of thick, rounded, excellent foliage. Truss is a very tightly arranged, globular form. Flowers are a deep radiant coral-pink—slightly ruffled. A scarlet-red blotch points up the vibrancy of the pink. Plant blooms about May 20th, is bud hardy to sub-zero temperature, at unexposed locations. Robust character of growth, profuse foliage and its unusual coral-pink hue makes this hybrid a most desirable plant.

LAVENDER QUEEN

A vigorous and bushy grower with lustrous dark green foliage, truss is tight, of globular form. Flowers are a light bluish lavender, slightly ruffled with a faint brown blotch. Comes into bloom about May 20th, is bud hardy to 20° below zero. Its excellent growth habit, exceptionally good foliage and extreme hardiness makes this a very desirable plant.

PRIZE

A vigorous, dwarf grower with good foliage. Truss is of globular form, well arranged. Flowers are a delicate shrimp-pink, complemented by a light yellowish brown blotch. Comes into bloom about May 20th, is bud hardy to 20° below zero. Here's a very showy plant exhibiting unusual color contrast plus good growing qualities.

PINK CAMEO

A sturdy, dwarf grower with excellent foliage. Truss is globular and well formed. Flowers are light flesh-pink, illuminated by a pinkish yellow blotch. Blooms about May 20th, is bud hardy to 20° below zero. Good qualities of growth and foliage, augmented by its lively pastel pink flowers create here an unusually desirable plant.

TONY

SOLD OUT

AVAILABLE

FALL-1962

A sturdy, dwarf, compact grower with attractive, leathery foliage, slightly crinkled. Truss is globular, well formed, flowers are a bright cherry-red, comes into bloom about May 20th, is bud hardy to about 20° below zero. The combination of dwarf form and bright red flowers accents a new conception long desired.

BELLE HELLER

A vigorous, tall grower of good width proportion and abundant, large, dark green foliage. Its enormous truss is of globular form consisting of large, glistening white flowers with a conspicuous golden yellow blotch. Comes into bloom about May 25th, is bud hardy to sub-zero temperature, at unexposed locations. Stability of plant, profuse foliage, and cascades of flowers blend in this hybrid for truly majestic attraction.

PINNACLE

SOLD OUT

AVAILABLE

FALL-1962

A well formed plant of medium height and good foliage. Truss is a near-perfect cone. Flower is glowing pure pink accented by a delicate citron-yellow blotch. Comes into bloom about May 25th, is bud hardy to 20° below zero. Here, plant habit, foliage, exceptionally well formed truss, and clean clear pink color unify for aristocratic elegance.

THE GENERAL

SOLD OUT

AVAILABLE

FALL-1962

Compact, medium height plant with excellent, dark green foliage. Truss is globular and well formed; of brilliant, crimson-red flowers with a dark red blotch. Comes into bloom about May 25th, is bud hardy to 20° below zero. The striking attraction of its dazzling velvety red flowers makes this an outstanding, colorful plant.

SPRING DAWN

A tall, vigorous and bushy grower. Grows as wide as high with numerous branches, tangential in all directions, well covered with good, large pea-green foliage. Truss is of globular form, flowers are rosy pink accented by a showy, golden yellow blotch. Comes into bloom about May 25th, is bud hardy to 20° below zero. Magnificent growth character, extreme hardiness and good pink color make this plant ideal for generous mass plantings.

KING TUT

A Smirnowi hybrid of medium dwarf size, bushy, with pea-green foliage. Truss is larger than average and beautifully semi-conical with flowers in contrasts of deep and light shades of pink. Blotch is slight and yellowish brown. Comes into bloom about May 30th, is bud hardy lower than 20° below zero. Virtues of plant habit, flower and extreme hardiness combine in this hybrid to form a masterpiece.

Prices of Rhododendron Hybrids:

		Each
9 to 12 in., B&B	 "NET"	\$ 7.50
12 to 15 in., B&B		10.00
15 to 18 in., B&B		12.50

AZALEA, DESIREE

(Plant Patent No. 2068)

The Azalea that has it. Is compact and vigorous with a uniform growing habit, will attain growth of 2 feet in height and width in 10 years. Is enriched with an abundance of attractive, large, olive-green foliage. Its Lily-of-the-Valley-white, large flowers are artistically frilled at edges accenting charm and glamour of an aristocrat. Comes in bloom about May 20th, is plant hardy to 20° below zero. Flower buds endured 12° below zero without damage. The combined virtues of growth habit, unusually attractive flower, and extreme hardiness, make it the outstanding hardy white evergreen Azalea of our time.

Prices of Azalea, Desiree

(Plant Patent No. 2068)

	Each
9 to 12 in., B&B	\$ 4.50
12 to 15 in., B&B	6.00
15 to 18 in., B&B	7.50
18 to 24 in., B&B	9.00
24 to 30 in., B&B	12.00

> ILEX, GREEN PYGMY

(Plant Patent No. 2069)

Is dwarf and compact with numerous short, upright branches of uniform growth, attaining a height and width of 12 to 15 inches within 10 years. Its foliage is convex, light olive-green with texture similar to Boxwood. Is plant hardy, comparable to parent, Ilex Cr. Convexa. Its dwarf and uniform character of growth, requiring the minimum of trimming to make it a unique dwarf evergreen hedge plant, long desired, a reality now.

Ilex, Green Pygmy

(Plant Patent No. 2069)

Sizes and prices on request.

PACKING FREE, SHIPPING CRATES, \$1.50 EACH.



PINNACLE



SPRING GLORY

A. SHAMMARELLO & SON NURSERY

4590 MONTICELLO BOULEVARD

SOUTH EUCLID 21, OHIO



AZALEA Desiree
(Plant Patent No. 2068)
P. A. (ARS) 1960



ILEX GREEN PIGMY
(Plant Patent No. 2069)